



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**To:** Departments Concerned **Date:** December 16, 2019  
**From:** Alan Stephenson  
Planning & Development Department Director  
**Subject:** **P.H.O. APPLICATION NO. Z-115-50-7** – Notice of Pending Actions by the **Planning Hearing Officer**

1. Your attention is called to the fact that the **Planning Hearing Officer** will consider the following case at its meeting on **January 15, 2020**.
2. Information about this case is available for review at the Planning and Development Department on the 2nd Floor of Phoenix City Hall, telephone 602-262-7131, Option 6.
3. Please indicate your course of action, sign and return copy of this notice to the City of Phoenix Planning and Development Department, Zoning Division, 200 West Washington Street 2nd Floor, Phoenix, AZ 85003 by **December 23, 2019**.
  - Will arrange to review case file no later than \_\_\_\_\_
  - Will resolve problems with the owner and contact you no later than \_\_\_\_\_
  - We do not anticipate any problems in connection with the cases listed on this subject notice.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

DISTRIBUTION (*Electronically*):

Mayor's Office (Lisa Fernandez) - 11th Floor  
Council District Office (Penny Parrella) – 11th Floor  
Aviation (Randy Payne, Sheldon Daisley, Aviation Planning) – 2485 E. Buckeye Rd.  
Community & Economic Development (Eric Johnson) – 20th Floor  
Fire Prevention (Brent Allsopp) – 2nd Floor  
Finance Admin (Barry Page) – 251 W. Washington – 8th Floor  
Neighborhood Services (Gregory Gonzales) – 4th Floor  
Parks & Recreation (Natasha Hughes) – 16th Floor  
Public Transit (Kathryn Boris) – 302 N. 1st Ave., Ste 800  
Public Transit/Light Rail Project (Samantha Keating/*Special TOD Only*)  
Public Works (Kristina Jensen, Roxanne Tapia, Ray Dovalina, Rudy Rangel) – 5th Floor  
Water Services (Don Reynolds) – 8th Floor  
Planning and Development (Alan Stephenson, Joshua Bednarek) – 3rd Floor  
Planning and Development/Information Services (Ben Ernyei) – 4th Floor  
Planning and Development (Kevin Weight) – Historic Preservation Office – 3rd Floor  
Planning Hearing Officer (Tricia Gomes, Adam Stranieri) – 2nd Floor  
Village Planner (Samantha Keating, Central City)  
Village Chair (Veronyka Lockhart Central City)



# City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

## APPLICATION FOR PLANNING HEARING OFFICER ACTION

**APPLICATION NO: PHO-1-19--Z-115-50**

**Council District: 7**

**Request For:** Stipulation Modification

**Reason for Request:** Comprehensive Sign Plan Review for more than two (2) signs on a building over fifty-six (56) feet in height.

| Owner  | Applicant  | Representative   |
|--|--|--|
| 101 North First Ave LLC<br>222 SW Columbia Street, Suite 700<br>Portland OR 97201<br>(602) 111-1111<br>chad@christysigns.com | Chad Keller, Christy Signs<br>1825 S Black Canyon Highway<br>Phoenix AZ 85009<br>(602) 708-1644<br>chad@christysigns.com | Chad Keller, Christy Signs<br>1825 S Black Canyon Highway<br>Phoenix AZ 85009<br>P: (602) 708-1644 F:<br>chad@christysigns.com |

**Property Location:** Northeast corner of 1st Avenue and Adams Street

Zoning Map: F-8 Quarter Section: 10-27 APN: 112-21-375 Acreage: 1.03

Village: Central City

Last Hearing: CC HEARING

Previous Opposition: No

Date of Original City Council Action: 12/03/2019

Previous PHO Actions: \_\_\_\_\_

Zoning Vested: DTC-Business Core

Supplemental Map No.: \_\_\_\_\_

Planning Staff: 073537

An applicant may receive a clarification from the city of its interpretation or application of a statute, ordinance, code or authorized substantive policy statement. To request clarification or to obtain further information on the application process and applicable review time frames, please call 602-262-7131 (option 6), email [zoning.mailbox@phoenix.gov](mailto:zoning.mailbox@phoenix.gov) or visit our website at <http://phoenix.gov/pdd/licensetimes.html>.

A Filing Fee had been paid to the City Treasurer to cover the cost of processing this application. The fee will be retained to cover the cost whether or not the request is granted

| Fee        | Fee Waived | Fee Date   | Receipt    | Purpose             |
|------------|------------|------------|------------|---------------------|
| \$1,080.00 | \$0.00     | 11/26/2019 | 19-0104465 | Original Filing Fee |

Signature of Applicant: \_\_\_\_\_ DATE: \_\_\_\_\_

### Hearing Results

| Planning Hearing Officer        | Planning Commission | City Council     |
|---------------------------------|---------------------|------------------|
| Date: <u>01/15/2020 1000 AM</u> | Date: _____         | Date: _____      |
| Appealed?: _____                | Appealed?: _____    | Appealed?: _____ |
| Action: _____                   | Action: _____       | Action: _____    |

WeWORK 101 N. 1<sup>ST</sup> AVE.  
12/10/2019

## NARRATIVE

City of Phoenix Planning & Development Department – Zoning Section – 200 W. Washington Street, 2nd Floor, Phoenix, Arizona 85003 – 602-262-7131

### PROJECT:

WeWork 101 N. 1<sup>st</sup> Ave. Phoenix, AZ. 85003 Parcell#112-21-375. TI Permit Number BLD 19014172

### INDRODUCTION:

Christy Signs Representing Priority Sign and the Tenant WeWORK is looking for approval to allow a third (3) sign on the 101 N. 1<sup>st</sup> Ave. building. Currently there are (2) signs on the proposed building over 56' in height, both US BANK signs. We are looking to install a third sign at 88' on the West elevation parking structure that is 95' tall from grade.

### PROJECT OVERVEIW:

Section 705.D.3.i.(4) Wall signs over fifty-six feet in height require comprehensive sign plan approval, and shall be limited to either identification of the building or one occupant per building (not different tenants on different facades of the building), two identification signs per building, and shall be subject to the special regulations in section set fourth in Section 705.D.3.i. Requests to exceed two signs per building up to a maximum of four signs may be considered in accordance with Section 506.B.3 and based on one or more of the following criteria:

- (a) That additional signage is necessary to provide building identification for those members of the public accessing the site from arterials or freeways;
- (b) That illumination from the signs will be restricted to no greater than one footcandle as measured at the property line, if greater illumination could otherwise have a negative impact on nearby residential properties;
- (c) That the location and/or grouping of other buildings limits or restricts the visibility of the signs;
- (d) That the buildings be located on the Central Avenue Corridor (Third Avenue to Third Street, and Fillmore Avenue to Camelback Road), within, abutting or adjoining a designated village core. +5.

### STIPULATION MODIFICATION REQUEST:

Existing are two (2) identification signs that are allowed per building (two US BANK signs right now). Proposed will be to exceed two (2) signs per building and allow a third (3) sign above 56' which may be considered in accordance with Section 506.B.3, approval from the "PLANNING HEARING OFFICER".

### FOLLOWING CRITERIA MET:

- (a) We need the additional identification for the general public to safely identify the WeWORK which occupies the 8<sup>th</sup>, 21<sup>st</sup>, 28<sup>th</sup>, 29 & 30th floors of this building.
- (b) N/A
- (c) These roads seam very narrow in consideration to how tall the high-rise building are surrounding it. This makes it very difficult to see the major tenant identification located almost 400' above you while driving and trying to locate your destination.
- (d) This building is located within the Central Avenue Corridor as described in section (d) above.

### CONCLUSION:

Approval from the Planning Hearing Officer will allow a third sign above 56' on this large downtown Corridor building giving antequate visibility to a major tenant in a location where signs over 56' in height are hard to see when getting close to your desired arrival location.

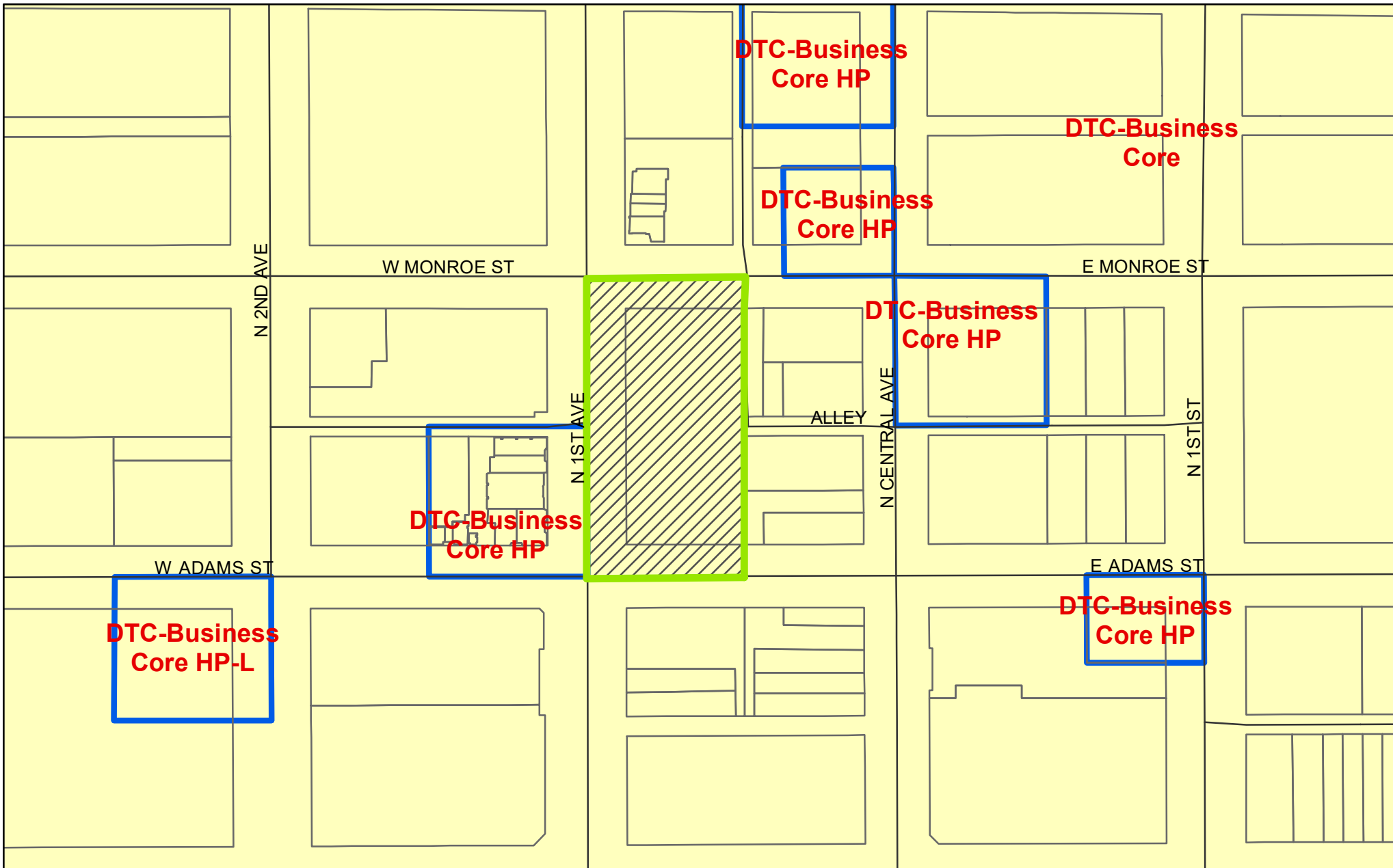
Christ Signs Chad 602.708.1644 [chad@christysigns.com](mailto:chad@christysigns.com) 1825 S. Black Canyon Hwy. Phoenix AZ 85009



PHO-1-19--Z-115-50-7

**Property Location: Northeast corner of 1st Avenue and Adams Street**



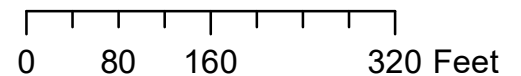


PHO-1-19--Z-115-50-7

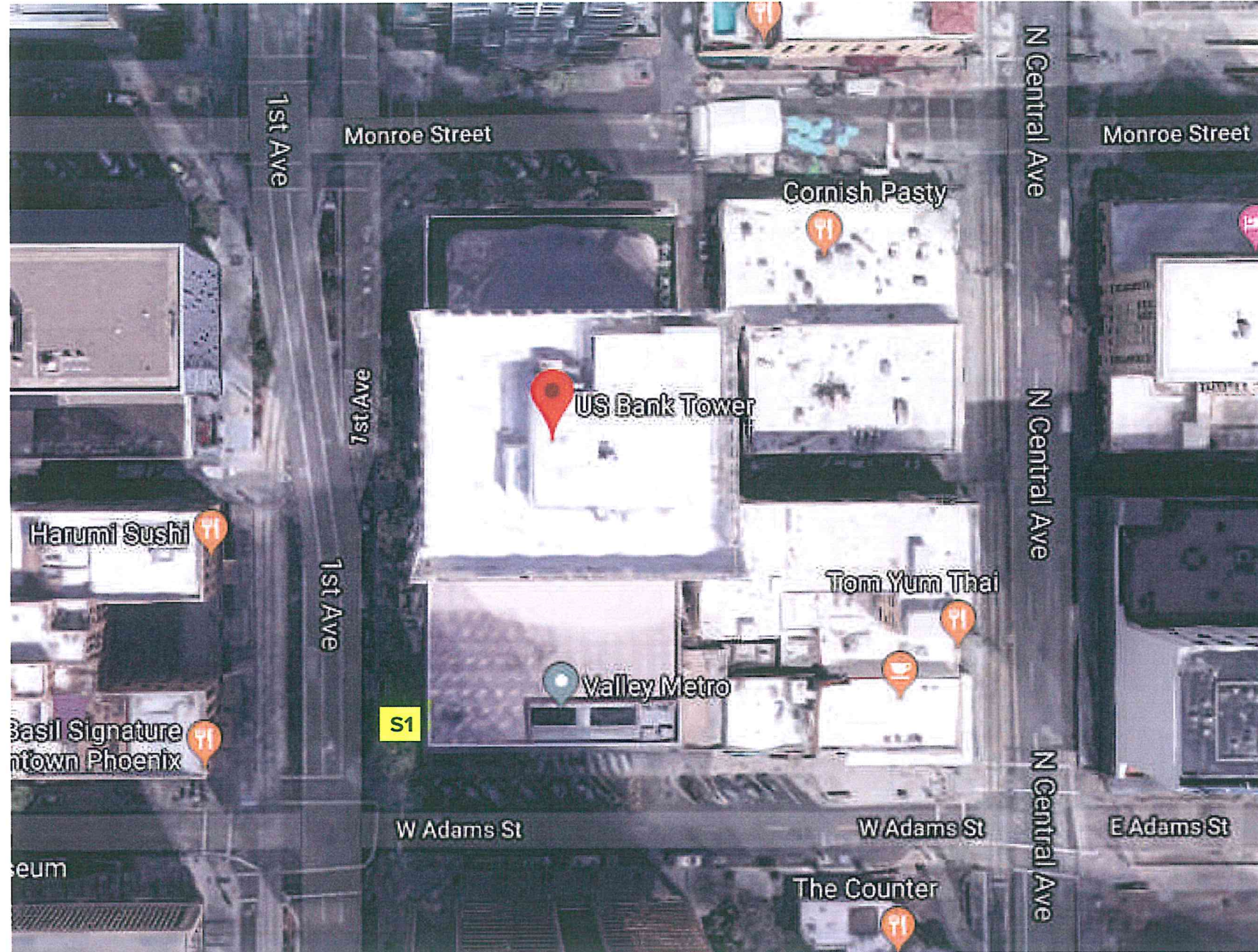
**Property Location: Northeast corner of 1st Avenue and Adams Street**



**Planning & Development Department**



Exterior Site Plan



**S1** Illuminated Channel Letterset



**CITY OF PHOENIX**

DEC 10 2019

Planning & Development  
Department



| Revisions:                |   |  |
|---------------------------|---|--|
| Removed S2   PV   5.17.19 | X |  |
|                           | X |  |
|                           | X |  |
|                           | X |  |

|                             |                             |                             |
|-----------------------------|-----------------------------|-----------------------------|
| File Location:              | STND                        |                             |
| Drive/Clients/              | CSTM                        |                             |
| <input type="checkbox"/> AS | <input type="checkbox"/> CR | <input type="checkbox"/> EN |

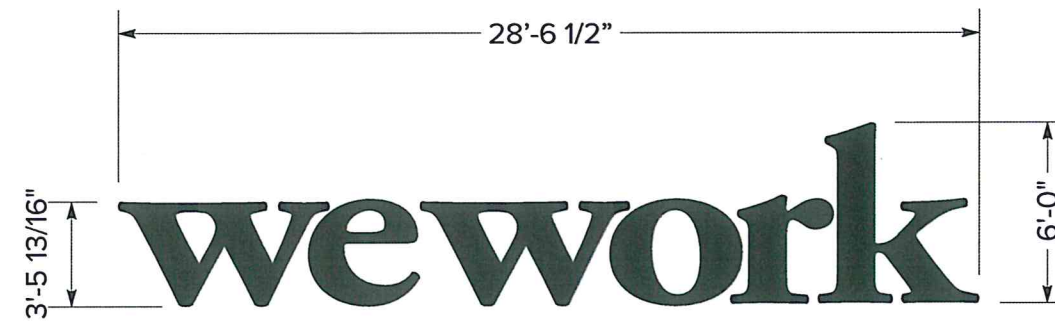
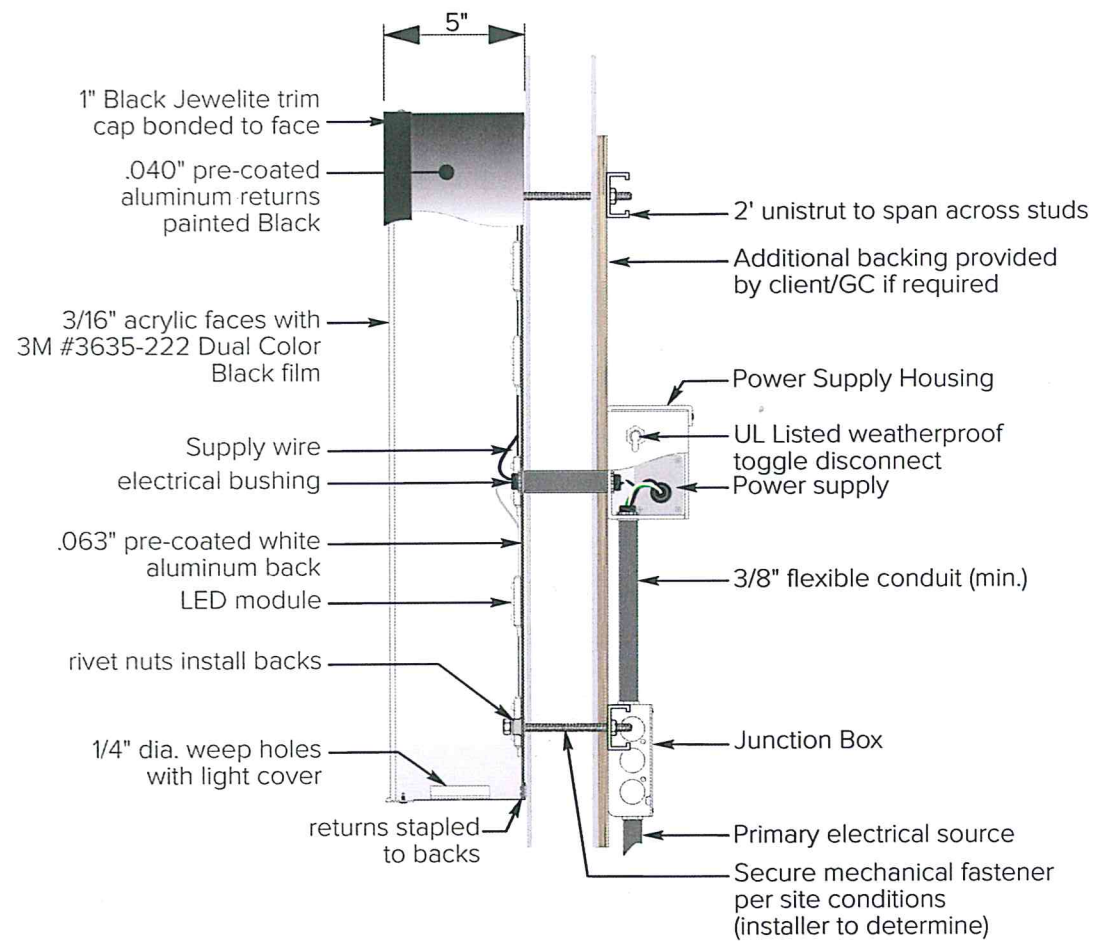
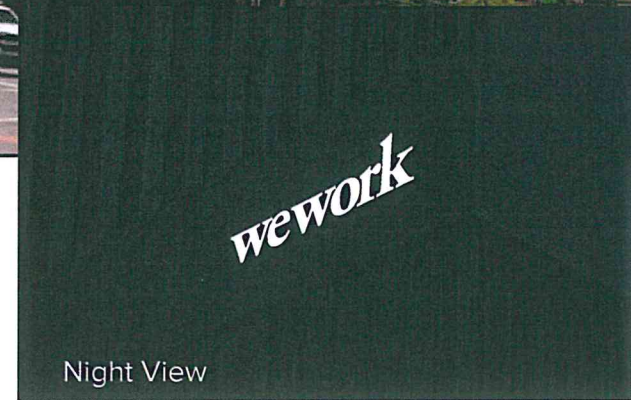
|           |            |
|-----------|------------|
| Date:     | 12-12-2019 |
| Designer: | PV         |
| PM:       | KR         |

|             |                      |
|-------------|----------------------|
| City/State: | Phoenix, AZ          |
| Address:    | 101 North 1st Street |

|           |                   |
|-----------|-------------------|
| Drawing # | <b>C59754 - 1</b> |
| OE #      | 124781            |

**S1** Illuminated Channel Letterset

Install new face-lit channel letterset. Electrical to be provided by GC. All hardware and power supply boxes on backside of fascia to be painted white.



171.25 sq ft  
scale: 1/8" = 1'-0"

**CITY OF PHOENIX**  
DEC 10 2019  
Planning & Development  
Department



| Revisions:                            |   |
|---------------------------------------|---|
| Redone per client   PV   12.19.18     | X |
| New photo & dimensions   PV   5.29.19 | X |
|                                       | X |

|                             |  |
|-----------------------------|--|
| File Location:              | STND                                   |
| Drive/Clients/              | CSTM                                   |
| <input type="checkbox"/> AS | <input checked="" type="checkbox"/> CR |
| <input type="checkbox"/> EN | <input type="checkbox"/>               |

Date: 12-12-2019

Designer: PV PM: KR

City/State: Phoenix, AZ

Address: 101 North 1st Street

Drawing # **C59754 - 2**

OE # 124781